MOSAIC Ward Profile
Victoria

Introduction

Experian Mosaic is a classification tool used to categorise the population according to the type of neighbourhood in which they live. It is constructed from a range of sources including the Census, consumer behaviour, financial and lifestyle factor data. It is a useful tool for gaining more in-depth insight into lifestyles and behaviour of the population. Mosaic segments the population into 15 Groups (A-O) and 66 Types.

Ward Summary

There are approximately 14,600 residents living in 5,500 households across Victoria. Nearly three quarters (73.1%) of the households in Victoria ward a classified as belonging to just three of the 15 Mosaic Groups:

Mosaic Group	Mosaic Group Description	Victoria % / Count	Sefton %	Variance on Sefton
E Suburban Stability	Mature suburban owners living settled lives in mid-range housing	37.0% / 2,032	14.1%	22.9%
F Senior Security	Older people with assets who are enjoying a comfortable retirement	19.8% / 1,087	14.6%	5.2%
H Aspiring Homemakers	Younger households settling down in housing priced within their means	16.4% / 900	10.5%	5.9%

The tope three Mosaic Groups in Molyneux indicate that a majority of households in the ward are owner occupied homes. The age ranges of the residents vary across the groups, (E = 56 - 60, F = 76 - 80 and H = 31 - 35). There is vast differences in the household income of the three groups with E and H having a reasonable income (£40k - £49k) compared to the low income seen in Group F (<£15k). There is a small number of people in the ward requiring possible intervention or support.

The groups can be further broken-down into more specific categories called types, with two types making up over a quarter (29.3%) of all households in Victoria:

Mosaic Type	Mosaic Type Description	Victoria % / Count	Sefton %	Variance on Sefton
E20 Boomerang Boarders	Long-term couples with mid-range incomes whose adult children have returned to the shelter of the family home	16.7% / 917	6.3%	10.4%
E21 Family Ties	Active families with teenage and adult children whose prolonged support is eating up household resources	12.6% / 692	3.9%	8.7%

The top two types specify that a majority of households within the ward are owner occupied properties, with reasonable incomes (£40 - 49k),and are likely families with adult children still living at home (E21 households are likely to also have a child under the age of 18 residing in them). Overall the age ranges of the types indicate a high prevalence of middle aged to older residents (E20 56 - 60 and E21 46 - 50).

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This page ranks the Mosaic Public Sector Groups in your area by percentage. Following this is a description of the top two groups.

Rank		Mosaic Public Sector Groups	Victoria Count	%	Sefton %
1	E	Suburban Stability	2,032	36.98	14.08
2	F	Senior Security	1,087	19.78	14.59
3	H	Aspiring Homemakers	900	16.38	10.52
4	D	Domestic Success	541	9.85	5.20
5	L	Transient Renters	366	6.66	7.47
6	N	Vintage Value	285	5.19	12.72
7	K	Modest Traditions	141	2.57	7.43
8	J	Rental Hubs	63	1.15	3.97
9	B	Prestige Positions	46	0.84	9.50
10	M	Family Basics	34	0.62	7.01
11	A	Country Living	0	0.00	0.21
12	C	City Prosperity	0	0.00	0.00
13	G	Rural Reality	0	0.00	0.49
14	I	Urban Cohesion	0	0.00	0.82
15	O	Municipal Challenge	0	0.00	5.99
	Total		**5,495**	**100**	**100**

E Suburban Stability

Older families
Some adult children at home
Suburban mid-range homes
3 bedrooms
Have lived at same address some years
Research on Internet

F Senior Security

Elderly singles and couples
Homeowners
Comfortable homes
Additional pensions above state
Don't like new technology
Low mileage drivers

H Aspiring Homemakers

Younger households
Full-time employment
Private suburbs
Affordable housing costs
Starter salaries
Buy and sell on eBay

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This page ranks the Mosaic Public Sector Typess in Victoria by percentage. Following this is a description of the top three Types.

Rank		Mosaic Public Sector Groups	Victoria Count	%	Sefton %
1	E20	Boomerang Boarders	917	16.69	6.29
2	E21	Family Ties	692	12.59	3.86
3	F25	Classic Grandparents	507	9.23	2.97
4	E18	Dependable Me	405	7.37	2.85
5	F23	Solo Retirees	399	7.26	4.56
6	D17	Thriving Independence	358	6.52	1.95
7	H35	Primary Ambitions	329	5.99	1.59
8	H31	First-Rung Futures	316	5.75	2.65
9	L52	Midlife Stopgap	277	5.04	2.91
10	D16	Mid-Career Convention	183	3.33	2.54

E20 Boomerang Boarders

Adult children living with parents
Respectable incomes
Own mid-range semis or detached homes
Older suburbs
Search electricals online while in store
Adult kids learning to drive

E21 Family Ties

Adult children at home, often students
Also have a child under 18
Own semi or detached homes
Supporting kids can cause money strains
Technology for entertainment

F25 Classic Grandparents

Elderly couples
Traditional views
Not good with new technology
Most likely to have a basic mobile
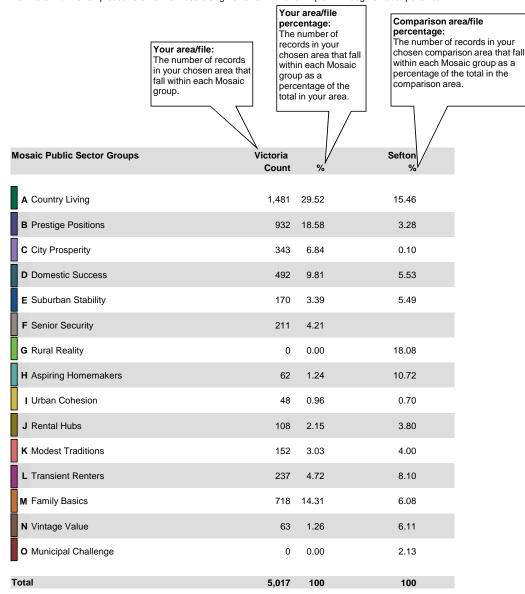Long length of residence
Own value suburban semis and terraces

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Profile Reports Explained:

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Mosaic Public Sector

A profile report allows you to understand the characteristics of a citizen / prospect file or a geographical catchment, compared to a comparison file or area.

For more information please refer to the Mosaic Segmentation Portal at http://www.segmentationportal.com.

Your area/file:
The number of records in your chosen area that fall within each Mosaic group.

Your area/file percentage:
The number of records in your chosen area that fall within each Mosaic group as a percentage of the total in your area.

Comparison area/file percentage:
The number of records in your chosen comparison area that fall within each Mosaic group as a percentage of the total in the comparison area.

Mosaic Public Sector Groups	Victoria Count	%	Sefton %
A Country Living	1,481	29.52	15.46
B Prestige Positions	932	18.58	3.28
C City Prosperity	343	6.84	0.10
D Domestic Success	492	9.81	5.53
E Suburban Stability	170	3.39	5.49
F Senior Security	211	4.21	
G Rural Reality	0	0.00	18.08
H Aspiring Homemakers	62	1.24	10.72
I Urban Cohesion	48	0.96	0.70
J Rental Hubs	108	2.15	3.80
K Modest Traditions	152	3.03	4.00
L Transient Renters	237	4.72	8.10
M Family Basics	718	14.31	6.08
N Vintage Value	63	1.26	6.11
O Municipal Challenge	0	0.00	2.13
Total	**5,017**	**100**	**100**

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Mosaic Public Sector Data Sources

Experian™
Mosaic Public Sector

Data Sources

A total of 332 data elements have been used to build Mosaic Public Sector. These have been selected as inputs to the classification on the basis of their volume, quality, consistency and sustainability. A further 1500 data elements were used in clustering did not directly affect the solution, but were used as descriptives when evaluating the segmentation.

72 per cent of the information used to build Mosaic Public Sector is sourced from a combination of data that includes Experian's UK ConsumerView Database, which provides consumer demographic information for the UK's 50 million adults and 25 million households. This database is built from an unrivalled variety of privacy-compliant public and Experian proprietary data and statistical models. These include the edited Electoral Roll, Council Tax property valuations, house sale prices, self-reported lifestyle surveys, term time students from HESA, social housing information from NROSH, broadband speed information from OFCOM, and other compiled consumer data.

The remaining 28 per cent of the data are sourced from the 2011 Census which provides highly accurate neighbourhood level information. All of the information used to build Mosaic is continuously updated. This enables Experian to verify and update the classification annually, and the segmentation has been built in such a way that new data can be can be added to provide further insight into the types.

In Numbers

New Mosaic combines unparalleled data resources to deliver our most comprehensive classification ever

49.7m Adults

25.2m Households

1.73m Postcodes

850m+ Source records

450+ Input variables for clustering and interpretation

The Mosaic Family Tree

The Mosaic Family Tree illustrates the major demographic and lifestyle polarities between the Types and Groups, and shows how the Mosaic Types relate to each other.

Mosaic Migration helps to determine the probable location paths of different Mosaic Types and how households might move through the Mosaic Family Tree over time. This is useful for understanding the origin, stability and aspirations of the people within each Mosaic Type.

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